THE INFLUENCE OF CUSTOMER EXPERIENCE AND PERCEIVED SERVICE QUALITY ON CONSUMER SATISFACTION WITH PRODUCT QUALITY AS A MODERATING VARIABLE

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Abstract

Customer satisfaction is the most important factor that companies must pay attention to so that their business is able to compete and even dominate the market. There are a number of factors that can influence customer satisfaction, including Customer Experience which is representative of internal factors and Perceived Service Quality is representative of external factors. Different from previous research, this research adds the Product Quality variable as a moderating variable. This research is quantitative research with an explanatory approach. The data used in this research is primary data distributed to 125 Gacoan noodle employees and 125 Gacoan noodle consumers spread throughout Indonesia. The collected data was analyzed using the smart PLS 3.0 analysis tool. The research results show that the respective variables Consumer Experience and Perceived Service Quality have a positive relationship and a significant influence on the Consumer Satisfaction variable. Apart from that, the Product Quality variable can moderate the influence of the variables above, the results are even more significant than each direct test of each independent variable on the dependent variable in this research.

Keywords: *Consumer Experience, Percevied Service Quality, Consumer Satisfication, Product Quality*

1. INTRODUCTION

The business world in the era of globalization is increasingly dynamic due to the very tight competition carried out by business people. To be able to remain competitive in the business world, creative and innovative ideas are needed, apart from these ideas, business people must be able to see opportunities that can make the company develop in the future. One of the businesses that is currently busy is the culinary business. The culinary business will never be empty on the market because food is a basic need that must be met by humans. Not only that, consumer demand and tastes are always changing every day, making culinary business people more creative to be able to meet consumer demand and compete with other culinary business players. Along with shifts in time and culture, the function of a restaurant or restaurant is not only to provide food menus to customers, but the function of the restaurant is also aimed at socializing and self-actualization. (Meesala, 2018).

Nowadays eating and drinking have not only become a biological need to overcome hunger, but have become part of a hobby and a means of relieving stress. Providing a consumption experience by presenting unique products and services that suit the customer's lifestyle and hobbies will automatically be stored in the customer's memory. When buying a product, customers not only look at the price and quality of the product, but customers also look at the buying experience. Barlow and Maul in (Kartajaya, 2006)stated that currently many customers not only need high quality services or products, but also positive experiences, which are emotionally very touching and memorable. Experience gives consumers special memories. If consumers get positive memories they will feel satisfied and will tell other people about their experience.

Experience is when a customer gets a sensation or knowledge resulting from some level of interaction with various elements created by the service provider. The sensation or knowledge obtained will automatically be stored in the customer's memory (Nasermoadeli, 2012). Experience is an event experienced personally when responding to several stimuli (such as when given marketing efforts before and after a purchase). An experience involves the whole of life and can be embedded in products, used to enhance services, or create the experience itself (Schmitt, 1999).

According to memory (Nasermoadeli, 2012) states that customer experience can be felt and experienced. 1) Sensory experience is providing experiences to consumers that influence the consumer's five senses. The five senses are sight, smell, taste, hearing, and touch or touch (Schmitt, 1999). (Gentle, 2007) stated that "the aim of sensory experience is to give the impression of beauty, pleasure, beauty and satisfaction through sensory stimuli". 2) According to (Schmitt, 1999) in (Nasermoadeli, 2012) says that mood and emotions determine the results when making a purchase, a positive mood can provide a sense of satisfaction. 3) (Nasermoadeli, 2012) states that every social experience will have an impact on individuals which will change behavior in socializing. Meanwhile, (Kartajaya, 2006), states that humans feel proud when they are accepted in their community, because humans are part of a certain social group. Basically, humans have a socialist nature, so positive social experiences can improve a person's quality in socializing.

There are a number of studies that show the Consumer Experience variable has a positive relationship and a significant influence on the Customer Satisfaction variable as in researc (Azhari, 2015) & (Venkat, 2007). Apart from using the Consumer Experience variable, this research also uses the trustworthy Service Quality variable. According to (Philip, 2013) Service Quality is a comparison of the quality received by the customer (perceived quality), namely after the customer receives the service, with the expected quality. This means that if the service received has a lower value than the expected service, then customer desire (interest) will decrease. Customer perceptions of quality service are formed because of the difference between the service received and the expected service. According to Baines (2011). Service quality is the customer's perception of the difference between the service received compared to the expected service. According to Flora Han (2000) Service quality is customer expectations for services influenced, externally, by word of mouth communication and internally by customer personal needs and past experiences. Customer perceptions of service quality depend on perceptions of actual service performance compared with expectations of what service performance should be. Service quality is a form of consumer assessment of the level of service received (perceived service) and the level of service expected (expected service). Service quality is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any transfer of ownership (Kotler, 2017)

There are a number of studies (Mu'tashim & Slamet, 2020); (Ahmad Afan Zain, 2022); (Bernik, 2019); (Widyo Kristantyo, 2021) & (Achmad, 2020) show that the Good Service Quality variable has a positive relationship and a significant influence on the Consumer Satisfaction variable. In contrast to a number of studies above, this research uses the Product Quality variable which researchers believe can strengthen the influence of the Consumer Experience and Good Service Quality variables on the Customer Satisfaction variable.

2. RESEARCH METHOD

Consumer satisfaction is the most important factor for companies to get the maximum number of purchases(Sugiyono, 2019). The factors referred to in this research include consumer experience which is an internal factor within consumers and quality service is an external factor that must be realized by a company. This research is a quantitative research with an exploratory approach(Jonathan Sarwono, 2016). The data used in the research is primary data obtained through distributing a questionnaire containing 28 multiple choice questions containing the options strongly agree, agree, normal/only normal, disagree, and strongly disagree(Supriyanto, 2019). This data was distributed to 125 Gacoan noodle employees spread throughout Indonesia and 125 Gacoan noodle consumers spread across Indonesia. The data that has been collected is analyzed by Smart PLS 3.0(Abdurahman, 2016).

Figure 1
Model Hypothesis
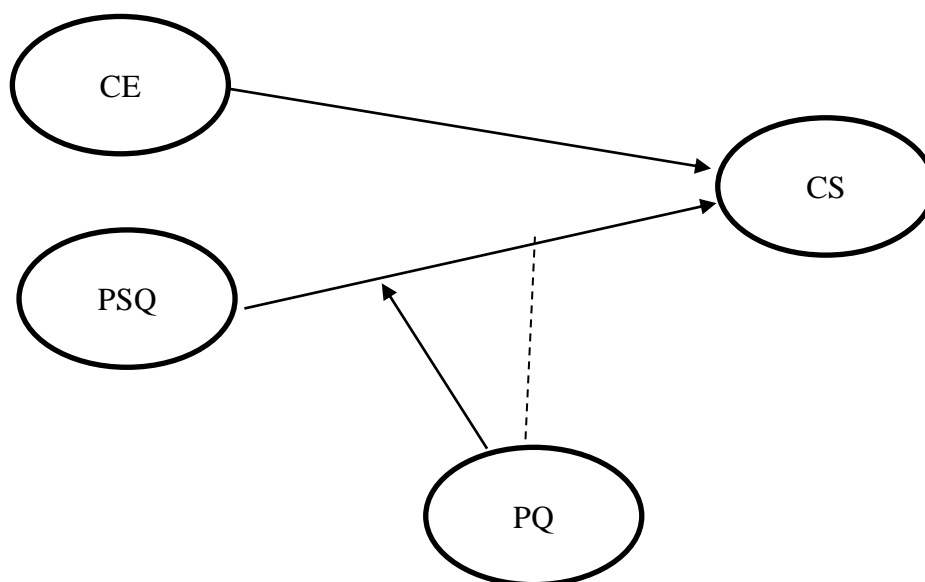
Noted: :
CE: Consumer Experience
PSQ: Percevied Service Qualitiy
CS: Consumer Satsfication
PQ: Produk Quality

Hypothesis
1. The Influence of Consumer Experience on Consumer Satsfication
2. The Influence of Percevied Service Qualitiy on Consumer Satsfication

3. Produk Quality Can Moderates The Influence of Consumer Experience on Consumer Satsfication
4. Produk Quality Can Moderates The Influence of Percevied Service Qualitiy on Consumer Satsfication.

3. RESULTS AND DISCUSSION
3.1. Result
Validity Test

After distributing 250 questionnaires consisting of 125 Mie Gacoan employees and 125 Mie Gacoan consumers spread throughout Indonesia, the next stage was to validate the 28 question items. A question item can be said to be valid if the factor loading value is above 0.70 (Ghozali, 2016).

Table 1
Validity Test

Variable	Question Item	Loading Factor
Consumer Experience (X1)	By having a lot of experience, consumers will find it easier to choose quality food/goods	0.806
	By having a lot of experience, consumers will find it easier to choose food/goods that suit their wishes	0.844
	Having a lot of experience makes consumers more careful in choosing the food/goods they want to buy	0.821
	Having a lot of experience makes it increasingly difficult for consumers to be deceived	0.839
	Experience makes consumers more confident in shopping	0.832
	Having a lot of customer experience can make consumer satisfaction more attainable	0.866
	Experience allows consumers to shop repeatedly because of consumer satisfaction	0.869
	A good consumer experience can make the relationship between consumers and sellers more harmonious	0.822
Percevied Service Qualitiy (X2)	Good and quality service can increase customer satisfaction	0.881
	Consumers feel happy if they are treated well	0.870
	Consumers feel appreciated if they are treated with quality service	0.821
	Consumers are increasingly loyal and do not want to move to another place to eat if the service is good	0.808

	Consumers will shop repeatedly if the service is good and quality	0.838
	Good service determines whether or not many consumers attend	0..845
	Good service will make consumers shop repeatedly	0.878
	Good service will make consumers invite other consumers to shop	0.888
Product Quality (Z)	Product quality can influence consumer satisfaction	0.920
	Product quality can make consumers comfortable	0.905
	Product quality will usually be obtained easily by consumers who have a lot of experience	0.900
	Product quality can be a form of good service	0.904
	Product quality can make products sell well because employees are satisfied	0.899
	Product quality can make consumers more satisfied even though consumers have had a lot of experience and good service quality	0.935
Consumer Satsfication (Y)	Consumer satisfaction is influenced by good experiences from employees	0.877
	Consumer satisfaction is influenced by good service from the company	0.870
	Consumer satisfaction is influenced by product quality	0.915
	Consumer satisfaction is the most important thing for a company to pay attention to	0.890
	Consumer satisfaction determines purchasing interest	0.899
	Consumer satisfaction determines the success or failure of a company	0.885

Valid : > 0.70

Realibility Test
After ensuring that 28 question items from the 8 question items for the Consumer Experience variable, 8 question items for the Perceived Service Quality variable, 6 question items for the Product Quality variable, and 6 question items for the Consumer Satisfaction variable are valid, the next stage is to find out whether the data used is reliable. knowing the true value of a construct (Composite Realibility) and the lower value of a construct (Cronbach Alfa). The following are the results of the reliability test in this research (Sarstedt et al., 2014):

Table 2
Realibility Test

Variable	Cronbach Alfa	Composite Realibility	Noted
Consumer Experience	0.805	0.845	Reliaible
Percevied Service Qualitiy	0.815	0.855	Reliaible
Product Quality	0.905	0.955	Reliaible
Consumer Satsification	0.885	0.925	Reliaible

Reliable : > 0.70

3.2 Discussion
Path Coefisien
After ensuring that 28 question items from the 8 question items for the Consumer Experience variable, 8 question items for the Perceived Service Quality variable, 6 question items for the Product Quality variable, and 6 question items for the Consumer Satisfaction variable are valid, the next stage is to find out whether the data used is reliable. knowing the true value of a construct (Composite Realibility) and the lower value of a construct. The following are the results of the reliability test in this research(Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	CE-> CS	0.012	Acceptable
	PSQ -> CS	0.004	Acceptable
	PQ*-> CE -> CS	0.000	Acceptable
Indirect Influence	PQ*-> PSQ -> CS	0.000	Acceptable

Significant Level : < 0.05

H1: The Influence of Consumer Experience on Consumer Satsfication
Consumer Experience is one of the factors that most influences Consumer Satisfaction because, like the question items that researchers asked of Consumers above, that with good experience consumers will be able to easily choose the product they want both visually and in terms of quality, consumers are not easily deceived, and the goods obtained are in accordance with consumer expectations. In line with the statement above, the Path Coefficient table above shows that the Consumer Experience variable has a positive relationship and a significant influence on the Consumer Satisfication variable because the p-values of 0.012 are at a significance level of 0.05. This is in line with research (Azhari, 2015) & (Venkat, 2007). Thus the first hypothesis in this research can **be accepted**.

H2: The Influence of Percevied Service Qualitiy on Consumer Satsfication
Apart from Consumer Experience which is an internal factor, the external factor that most influences Consumer Satisfaction is Perceived Service Quality, which is defined as quality service. Consumers feel appreciated and happy. Ultimately, this can increase consumer satisfaction. This statement is in line with the path coefficient results showing that the Perceived Service Quality variable has a positive relationship and a significant influence on the Consumer Satisfaction variable because the p-values of 0.004 are below the significance level of 0.05. This

is in line with research ((Mu'tashim & Slamet, 2020); (Ahmad Afan Zain, 2022); (Bernik, 2019); (Widyo Kristantyo, 2021) & (Achmad, 2020). Thus, it can be concluded that the second hypothesis in this research can **be accepted**.

H3: Produk Quality Can Moderates The Influence of Consumer Experience on Consumer Satsfication

The influence of directly selling the Consumer Experience variable on the Consumer Satisfaction variable can be even more significant if accompanied by the good quality of Mie Gacoan. Even though employees who have good experience can easily choose food/goods that suit their wishes and can give rise to satisfaction. This satisfaction will be greater and more stable if the product quality is good and consistently good. This is evident from the results of table 3 coefficients that the Product Quality variable can strengthen the influence of the Consumer Experience variable on the Consumer Satisfication variable because the p-values of 0.000 are below the significance level of 0.05. There is even a more significant shift in value from 0.012 to 0.000. Thus the third hypothesis in this research can **be accepted**.

H4: Produk Quality Can Moderates The Influence of Percevied Service Qualitiy on Consumer Satsfication

Even though in direct testing the Perceived Service Quality variable has a positive relationship and significant influence on the Consumer Satisfaction variable, researchers believe that the independent and dependent variables have a more significant influence if they are moderated by the Product Quality variable because no matter how good the service a company has, it is not accompanied by quality. Good food products. Consumers will still not feel satisfied. In line with the statement above, table 3 of the path coefficient for the Product Quality variable can moderate the influence of the Perceived Service Quality variable on Consumer Experience because the p-values are 0.000, which is below the significance level of 0.05. Even more significant than direct testing, 0.004. Thus the fourth hypothesis in this research can **be accepted**.

4. CONCLUSION

Based on the results of the presentation above, it can be concluded that the respective variables Consumer Experience and Perceived Service Quality have a positive relationship and a significant influence on the Consumer Satisfaction variable. Apart from that, the Product Quality variable can moderate the influence of the variables above, the results are even more significant than each direct test of each independent variable on the dependent variable in this research.

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